



SUPPORTER & EXHIBITOR PROSPECTUS



PRIM&R's **Advancing Ethical Research (AER) Conference** is widely acknowledged to be the premier event for those in the field of human subjects protections. **AER17** will be held November 6-8, 2017, at the San Antonio Convention Center.

In 2017, we're expecting more than 2,300 participants from all 50 US states and more than 30 countries who represent a variety of perspectives including IRB chairs, members, administrators, and staff; human research protections program professionals; federal agency representatives; industry representatives; researchers and research staff; institutional officials and other key decision-makers; ethicists; and community leaders.

PRIM&R strives to deliver an educational experience that helps attendees better understand and respond to the complexities of a rapidly changing research and regulatory environment. Our supporters and exhibitors play an important role in meeting this goal, so we hope you will consider joining us at AER17.

All AER17 Supporters and Exhibitors will be:

- Acknowledged on PRIM&R's website, via PRIM&R's social media outlets, in the onsite conference guide, in the conference app, on event signage, and in general session looping slides.
- Located in PRIM&R's Exhibit Hall, which is home to the receptions, meals, beverage breaks, poster gallery, bookstore, demo theater, and the PRIM&R Booth.
- Benefit from well-publicized Supporter and Exhibitor hours to maximize your attendee interactions throughout the event.
- Have the opportunity to further highlight your presence at the meeting through unique supporter opportunities and add-ons.



SUPPORTER & EXHIBITOR OPPORTUNITIES / PRICING

STEP 1: Select Your Exhibit Hall Booth Space

EXHIBITOR PACKAGE

For-profit Exhibitor: \$2,650 (regular), \$2,750 (late)

Federal Agency/Nonprofit Exhibitor*: \$1,000 (regular), \$1,075 (late)

The Exhibitor Package includes:

- One carpeted 10' x 10' booth with a six-foot table, two chairs, a company nameplate, and a wastebasket.
- Your company description, logo, and website address listed on the conference supporters and exhibitors webpage.
- Acknowledgement of your participation through PRIM&R's social media outlets.
- Your company name, logo, descriptor, website address, and phone number included in the conference guide.
- Your company logo featured on the looping slides shown before all general sessions.
- An electronic copy of the AER17 attendee list provided before and after the meeting (postal mail addresses only). Please see guidelines for the use of this list on page 11.
- Two full-conference registrations for AER17, which includes all events, meals, programs, and sessions. Additional registrations are available for purchase.

*The nonprofit exhibitor rate is available to exhibitors with documentation of 501 (c) (3) status. Exhibiting company must hold the nonprofit status.

ADDITIONAL BOOTH SPACE(S)

For-profit Exhibitor: \$1,800 per 10' x 10'

Federal Agency/Nonprofit Exhibitor: \$1,000 per 10' x 10'

Silver, Gold, Platinum, or Diamond Supporters: complimentary 10' x 10'

Create a larger space to network with attendees by purchasing an additional 10' x 10' space next to your exhibitor booth space. Each additional booth includes one carpeted 10' x 10' space with a six-foot table, two chairs, a wastebasket, and one additional full-conference registration. Additional booth space must be added next to existing booth and half-walls between the booths will be removed. Please note: organizations may place other services and subsidiaries within the larger booth space, but only one organization (the one listed on the application) will receive the benefits included in the exhibitor package, such as a conference guide and website listing.

STEP 2: Supporter and Additional Engagement Opportunities (optional)

This year, PRIM&R is pleased to offer a new approach to our supporter opportunities. **Select one or more of the opportunities in this prospectus to create a customized package that fits your goals and budget.** Supporters and exhibitors are welcome to support multiple opportunities, but may only support one opportunity per category in Events and Experiences, Areas and Destinations, and Promotional Items for Attendees.

Supporter Level designation and benefits are achieved by spending the corresponding amounts below. The price of your exhibit hall booth(s) (Step 1) counts toward your total spend:

Supporter Level Benefits	Bronze Total Spend \$5,000-\$9,999	Silver Total Spend \$10,000-\$14,999	Gold Total Spend \$15,000-\$19,999	Platinum Total Spend \$20,000-\$29,999	Diamond Total Spend \$30,000+
Additional 10' x 10' Booth Space (see <i>what's included above</i>)	\$1,800 each	Complimentary	Complimentary	Complimentary	Complimentary
A listing in the PRIM&R Member Newsletter	✓	✓	✓	✓	✓
Additional full-conference registrations	1	1	1	2	2
Advertisement in the Conference Guide	1/8 page	1/4 page	1/2 page	full page	2 full pages

EVENTS AND EXPERIENCES

AER17 Welcome Reception: \$30,000

Welcome attendees to AER17 as the Supporter of the Welcome Reception held on the first night of the conference. Your company name will be included in the event title displayed on the agenda: "AER17 Welcome Reception supported by [Company Name Here]". Your company logo will be printed on custom cocktail napkins and drink tickets (one per attendee). 50 additional tickets will be given to you for your use during the reception at your discretion. Signage throughout the reception area will feature your company's name and logo. Food selections will be at PRIM&R's discretion and feature items such as charcuterie platters, cheese platters, and passed hors d'oeuvres.

November 7 Reception Snacks: \$9,250

Help support the snacks at the evening reception held on November 7 from 4:30-5:30 PM in the Exhibit Hall. Your support will be acknowledged on the conference agenda, on food station signage in the Exhibit Hall, and cocktail napkins with your company logo. Food selections will be at PRIM&R's discretion and feature snack fare (e.g. popcorns, chips and dips, cookies/cupcakes).

SOLD! First Mid-Morning Coffee Break with Branded Coffee Cups: \$9,250

Kick off AER17 by helping to support the first mid-morning coffee break, taking place in the Exhibit Hall on November 6. Reusable coffee tumblers branded with your logo will be supplied at the coffee stations, which will be used by attendees throughout the meeting and at home. Your company name will be included in the event title displayed on the agenda: "Coffee Break supported by [Company Name Here]". Tumblers will be produced by PRIM&R with input from the supporter. The supporter can upgrade the tumblers, if desired, at an additional cost.

SOLD! Lunch on November 6: \$9,250

Help support the boxed lunches that will be provided on November 6. Your support will be acknowledged on the conference agenda, on banquet hall signage, and stickers featuring your company logo placed on each box. Stickers will be produced by PRIM&R. Your company name will be included in the event title displayed on the agenda: "Lunch supported by [Company Name Here]".

Boxed Lunch on November 7: \$9,250

Help support the boxed lunches that will be provided on November 7. Your support will be acknowledged on the conference agenda, on banquet hall signage, and stickers featuring your company logo placed on each box. Stickers will be produced by PRIM&R. Your company name will be included in the event title displayed on the agenda: "Lunch supported by [Company Name Here]".

Morning Musical Acts: \$1,500 each

Three opportunities available

Support one of three musical acts taking place each morning of the conference (November 6, 7, or 8), and provide attendees with an upbeat start to their day! Each musical act will perform for one hour, with the first half hour taking place in the Exhibit Hall and the second half-hour on stage as attendees gather in general session. Your support will be acknowledged on the conference agenda, in the form of large signage next to the performers, and on the large display screens surrounding the general session stage—which attendees will see as they enter the hall.

Morning or Afternoon Coffee Breaks: \$4,750 each

Three opportunities available

Help support one of the following morning coffee or afternoon breaks in the Exhibit Hall. Recognition of your support will be included on the conference agenda, on color signage distributed throughout the break area, and on branded coffee sleeves. A coffee station will be placed in front of your booth during the break. Consider ordering branded snacks for attendees to create an even more memorable experience! Exact timing of breaks are subject to change with the agenda.

- **SOLD!** November 6: 3:00-3:30 PM coffee break
- **SOLD!** November 7: 9:15-9:45 AM coffee break
- November 7: 2:45-3:15 PM coffee and water/soda break
- November 8: 9:15-9:45 AM coffee break

Exhibit Booth Treasure Hunt: \$125

Participate in PRIM&R's Supporter and Exhibitor Treasure Hunt and drive traffic to your booth! Each attendee will receive a form with questions whose answers can only be found in the supporter and exhibitor booths. Attendees must successfully complete the forms to enter into a drawing for various fun prizes! *The deadline to participate is September 29, 2017.*

AREAS AND DESTINATIONS

NEW! Head Shot Lounge: \$30,000

Provide each attendee with a professional digital photograph, courtesy of your organization! The head shot lounge will be located within the Exhibit Hall and easily accessible to attendees between sessions and throughout the show. The lounge will be branded with your logo. PRIM&R will coordinate the design of the lounge, with your input, but you have the opportunity to customize the artwork if artwork is received by September 15. Your representatives have the ability to participate in operation of the lounge, and you may place amenities/collateral within the space. Your company name and information will appear in the email message that is sent to each attendee with their digital photo, and again in a two-week follow up email sent by PRIM&R. Head shot personnel can also wear attire branded with your logo if you wish to provide it.

SOLD! Conference Charging Lounge: \$12,250

Support the onsite charging lounge for mobile devices. The charging lounge, which will be located in the Exhibit Hall, is a popular place for attendees to relax and recharge during long conference days. The charging lounge will be a 20 x 20 hard wall space that can be branded with your company logo. PRIM&R will coordinate the design of the lounge, with your input, but you have the opportunity to customize the artwork if artwork is received by September 15. Comfortable living-room-style seating with outlet furniture will be in the space. You may place amenities/collateral within the lounge.

SOLD! Internet Café: \$12,250

Support the onsite Internet Café, which provides tables where attendees can use one of the laptops provided, or plug in their own, to check email and stay in touch. The Internet Café tables will be branded with your company logo, and each computer will have its homepage set to your company's website. PRIM&R will coordinate the design of the café, with your input, but you have the opportunity to customize the artwork, if artwork is received by September 15.

Demo Theater Presentation: \$5,000

~~Three~~ **Two** opportunities available

Looking for a chance to capture an audience to show off your services and/or demo your products? Purchase a 20-minute presentation slot in our demo theater, located in the Exhibit Hall. Presentations will take place between sessions and will be advertised on the conference agenda, as well as on signage next to the demo theater. Your company will have an opportunity to choose your presentation time slot after the conference agenda is available—selection priority will be based on date of sign-on. You may advertise your demo presentations in your collateral, such as handouts or conference guide ads.

PROMOTIONAL ITEMS AND HANDOUTS FOR ATTENDEES

For promotional items below, PRIM&R must receive your application by September 15, or rush production charges will apply.

SOLD! Conference Notebook: \$12,250

Support notebooks for conference attendees. This helpful notepad will be used during the meeting and long after the conference concludes, providing maximum marketing impact. The notepad will be branded with your company logo and placed in every attendee bag. Notepads will be produced by PRIM&R with input from you. You have the opportunity to customize the artwork, if artwork is received by September 15. Promotional items can be upgraded at an additional cost.

SOLD! Conference Pens: \$9,250

Support the conference attendee pens, which will be used during the meeting and after the conference concludes, providing maximum marketing impact. Your company logo will be printed on a pen that will be placed in each conference attendee bag. Pens will be produced by PRIM&R with input/approval from you.

Conference Peppermint Gum or Mints: \$9,250

A perfect thing to have while networking at the conference! A mint or sugar-free mint gum pack (your choice!) will be placed in each attendee bag and will be branded with your company's logo. The item will be produced by PRIM&R with input you. You may also customize the artwork on the containers, if artwork is received by September 15.

ADVERTISING AND BRANDING

SOLD! Conference Wi-Fi: \$9,250

This branding opportunity is a perfect way to ensure every conference attendee with a smart phone, tablet, and laptop knows your organization's name! The wireless internet password will be customized as your company name, your company logo will appear on the Wi-Fi splash page, and, once signed-on, attendees will be redirected to your company webpage.

SOLD! Conference App: \$4,250

Support the AER17 app, which provides attendees with interactive access to important logistical details, Supporter and Exhibitor information, and conference materials before, during, and after the conference. Your support will be recognized in conference announcements and information, on a full-width banner ad on the main app page, and in the instructions emailed to every attendee.

SOLD! AER Conference Virtual Meeting: \$4,250

Help support the live streaming of the keynote addresses and select plenary sessions for those who cannot attend the conference in person. The Virtual Meeting webpage will feature the supporter's logo and a link to the supporter's website. Your support will also be recognized in all publicity for the Virtual Meeting, and in the instructions emailed to every attendee.

Attendee Bag Insert: \$1,500

Five One opportunities available

Including a paper insert in the attendee conference bag is the perfect way to expose your company to more than 2,300 attendees. With this option, your paper advertisement or pamphlet would be inserted into each attendee bag. Your company would be responsible for production of the insert and its final delivery to the convention center. PRIM&R must approve inserts before production begins; see supporter and exhibitor procedures for PRIM&R's collateral guidelines. Inserts must arrive in time to be included as part of PRIM&R's conference preparation process, deadline dates and shipping information will be provided once it becomes available.

Conference Guide Advertisement: Pricing varies; see page 8

By placing an ad in our conference guide, your company will reach more than 2,300 attendees in the fields of human subjects protections and research ethics more broadly. Ad artwork will be produced by the company. See supporter and exhibitor procedures for PRIM&R's advertisement and collateral guidelines. All ads must be submitted to PRIM&R by September 29, 2017.

Hotel Room Keys: \$12,250

Be the first to welcome the attendees staying in PRIM&R's conference hotels by branding the hotel key cards. PRIM&R will produce the keycards, with artwork provided by the supporter. PRIM&R must receive your application by September 15, or rush production charges will apply.

AER17 SUPPORTER & EXHIBITOR APPLICATION

We look forward to welcoming you to **AER17!** Please complete and return this application to Alysa Perry (aperry@primr.org).

The deadline to register is **September 29** in order to guarantee inclusion in the conference guide and in on site signage. A 50% deposit is due with the application in order to hold a Supporter or Exhibitor spot. All supporters and exhibitors must be paid in full by September 29, 2017. After September 29, payment is due in full with application.

Please note: Telephone, personal internet, audiovisual, electric, and drayage are not included with the fee for AER17. Order forms for these services will be sent to you after a signed contract and payment is received. As noted in prospectus, the cost of carpet is included in the booth fee.

COMPANY INFORMATION

Company Name:	
Address:	
City, State, Zip:	
Company Phone:	
Company Website:	
Planning Contact Name:	
Planning Contact Email:	
Planning Contact Phone:	

EXHIBITOR BOOTH SPACE

Booth Space Selection	Regular Rate Deadline: Sept 15, 2017	Late Rate Deadline: October 6, 2017
<input type="checkbox"/> Exhibitor Package: For-profit	\$2,650	\$2,750
<input type="checkbox"/> Exhibitor Package: Nonprofit/Government	\$1,000	\$1,075
<input type="checkbox"/> Additional Booth Space: For-profit	\$1,800	
<input type="checkbox"/> Additional Booth Space: Nonprofit/Government	\$1,000	

ADDITIONAL OPPORTUNITIES

Additional Engagement Opportunities Selection	Fee	Additional Engagement Opportunities Selection	Fee
<input type="checkbox"/> Head Shot Lounge	\$30,000	<input type="checkbox"/> First Mid-Morning Coffee Break with Branded Coffee Cups	\$9,250
<input type="checkbox"/> AER17 Welcome Reception	\$30,000	<input type="checkbox"/> Conference Wi-Fi	\$9,250
<input type="checkbox"/> Conference Charging Lounge	\$12,250	<input type="checkbox"/> Conference Gum or Mints	\$9,250
<input type="checkbox"/> Conference Notebook	\$12,250	<input type="checkbox"/> November 7 Reception Snacks	\$9,250
<input type="checkbox"/> Hotel Room Keys	\$12,250	<input type="checkbox"/> Boxed Lunch on November 6	\$9,250
<input type="checkbox"/> Conference Pens	\$9,250	<input type="checkbox"/> Boxed Lunch on November 7	\$9,250
<input type="checkbox"/> Internet Café	\$9,250	<input type="checkbox"/> Conference Bookstore and Bookmarks	\$9,250

<input type="checkbox"/> Demo Area Presentation	\$5,000	<input type="checkbox"/> Morning Musical Acts	\$1,500 each
<input type="checkbox"/> Morning or Afternoon Coffee Break Chosen date/time: _____	\$4,750	<input type="checkbox"/> Attendee Bag Insert	\$1,500 each
<input type="checkbox"/> Conference App	\$4,250	<input type="checkbox"/> Exhibit Booth Treasure Hunt	\$125
<input type="checkbox"/> AER Conference Virtual Meeting	\$4,250		

CONFERENCE GUIDE ADVERTISEMENT

All ads must be submitted to PRIM&R by September 29, 2017, in order to be guaranteed inclusion in the conference guide. Please note PRIM&R will review all ads before they go to print, and reserves the right to not publish an ad as submitted. See the supporter and exhibitor procedures below for collateral guidelines. These guidelines apply to ads that are part of supporter packages, as well as ads bought by exhibitors and other organizations.

Size (dimensions)	Cost
<input type="checkbox"/> Full page, no bleed (8"w x 10.5"h)	\$500
<input type="checkbox"/> Half Page, horizontal (8"w x 5"h)	\$250
<input type="checkbox"/> Quarter page (3.75"w x 5"h)	\$150
<input type="checkbox"/> Eighth page, business card (3.75"w x 2.25"h)	\$75
<input type="checkbox"/> Supporter complimentary ad (see page 2 for sizing)	\$0.00

ADDITIONAL REGISTRATIONS

Conference registrations for AER17 (which includes full access to the AER conference on November 6-8) are included as part of your overall package as follows:

- Exhibitor package = 2 registrations included
- Exhibitor package plus an extra booth space = 3 registrations included
- Bronze, Silver, or Gold Level = 4 registrations included
- Platinum or Diamond Level = 5 registrations included

Additional registrations and/or access to the programs on November 5 may be added below. Or, they can be purchased separately at any time by contacting aperry@primr.org.

AER Pre-Conference Program only (Nov 5)	\$250 per person	How many? _____
SBER Conference only (Nov 5)	\$275 per person	How many? _____
AER Conference only (Nov 6-8)	\$825 per person	How many? _____
AER Pre-Conference Program AND AER Conference	\$1,075 per person	How many? _____
SBER Conference AND AER Conference	\$1,100 per person	How many? _____

PAYMENT INFORMATION

Package Total:	
<input type="checkbox"/> I am enclosing check number: _____	
Mail to: PRIM&R, P.O. Box 845203, Boston, MA, 02284-5203, Attn: Alysa Perry	

I am paying by credit card:	<input type="checkbox"/> Visa	<input type="checkbox"/> Master Card	<input type="checkbox"/> Amex
Print Card Holder's Name			
Credit Card Number		Expiration Date	

Final signature is required on the next page.

AGREEMENT AND SIGNATURE

PRIM&R Agreement Terms:

All terms and conditions of **AER17** are agreed upon and enforced by company signature below. Supporting/exhibiting company agrees to abide by all provisions set forth in these terms as part of this contract between PRIM&R and the supporter/exhibitor. Please read the supporter and exhibitor procedures on the subsequent pages. PRIM&R reserves the right to withdraw participation from participating companies who do not adhere to these procedures. If in violation, consequences include, but are not limited to: a written warning, cancellation of participation in the AER Conference, or prohibition from participation in future PRIM&R events. In addition, participating companies who are asked to leave the conference as a result of a violation and/or who have their participation cancelled in advance will not receive a refund of their payment.

Boston University School of Medicine Continuing Medical Education Agreement Terms:

By signing below, you agree to abide by the [ACCME Standards for Commercial Support of Continuing Medical Education activities](#). No promotional activities will be permitted in the same room or obligate pathway of the educational activity. No promotion of products will be permitted in the same room as the educational activity. Acceptance of support does not constitute real or implied endorsement of any company subsidizing costs related to the activity.

Your Organization Name:

Signature:

Date:

Typed Name:

Public Responsibility in Medicine and Research, Inc.

Signature:

Date:

Typed Name:

Boston University School of Medicine

Signature:

Date:

Typed Name:

Questions?

Please direct all questions and concerns to Alys Perry (617.303.1881 or aperry@primr.org).

Thank you! We look forward to welcoming you to AER17!

SUPPORTER & EXHIBITOR PROCEDURES

All supporters and exhibitors must adhere to the following procedures. These procedures may be amended as PRIM&R deems necessary for the orderly conduct of the exhibit area. Please contact Alysa Perry, meeting planner, with questions (aperry@primr.org or 617.303.1881).

SET-UP, SHOW, AND TAKE-DOWN HOURS	
Show Hours	<p>The hours listed below are the times when activity is scheduled in the Exhibit Hall and attendees are specifically encouraged to visit supporters and exhibitors. However, this space is open to attendees at all times since it is connected to the General Session Hall. Setting up or dismantling your booth outside of the designated move-in/move-out times is strictly prohibited, as it is disruptive to attendees and other exhibitors. Exact times are subject to change to coincide with agenda.</p> <p>November 5: 9:00 AM-5:00 PM: Exhibitor Move In</p> <p>November 6: 10:15-10:45 AM: Coffee Break in the Exhibit Hall 12:00-1:00 PM: Plated Networking Lunch in the Exhibit Hall 1:00-1:30 PM: Meet the AER17Supporters and Exhibitors 3:00-3:30 PM: Beverage break in the Exhibit Hall 4:45-6:00 PM: AER17 Welcome Reception</p> <p>November 7: 9:15-9:45 AM: Coffee Break in the Exhibit Hall 12:15-1:15 PM: Boxed Lunch in the Exhibit Hall and Double-Session Rooms 2:45-3:15 PM: Beverage break in the Exhibit Hall 4:30-5:30 PM: Networking Reception with the Supporters and Exhibitors</p> <p>November 8: 9:15-9:45 AM: Coffee Break in the Exhibit Hall 9:45 AM: Exhibit Hall closes* 12:30-2:15 PM: Closing General Session Plated Luncheon in General Session Hall 2:15-6:00 PM: Exhibitor Move Out*</p> <p>*A note about Move Out: You are welcome to pack up your booth and prepare outbound shipments after 9:45 AM on November 8. However, any heavy-duty dismantling (if applicable) of your booth that requires forklifts or other noisy equipment cannot begin until 2:15 PM so as not to disturb General Session taking place in the next room.</p>
ONSITE LOGISTICS AND SUPPORTER/EXHIBITOR CONDUCT	
Conduct Onsite	Supporters/exhibitors agree to keep exhibits properly staffed during the show hours. Setting up or dismantling your booth outside of the designated move-in/move-out times is strictly prohibited, as it is disruptive to attendees and other exhibitors. Please note PRIM&R reserves the right to prohibit or restrict exhibits that, because of noise, method of operation, materials, or any other reason, become objectionable. In the event that restriction occurs, PRIM&R is not liable to refund the any supporter or exhibitor expenses.
Booth Set	Exhibitors receive a display space that includes one six-foot table, two chairs, one nameplate, and a wastebasket. This space is approximately 10' wide x 10' deep and is carpeted. Please be sure to measure any pop up displays you plan to use, as exhibits cannot project beyond your space and aisles must be kept clear. Electricity, dedicated internet lines, additional furniture, and audio visual equipment are NOT included in the setup. Please see the Exhibit Services section for information on ordering. Additional Booths, whether purchased or part of a supporter package, includes one carpeted 10' x 10' space with a six-foot table, two chairs, a wastebasket. Additional booth space must be added next to existing booth and half-walls between the booths will be removed.
Floor Plan and Booth Assignments	PRIM&R will supply supporters and exhibitors with a proposed floor plan with booth assignments at least 6 months prior to the conference. Preference will be given based on support level, and then based on the date we received application and payment/deposit. PRIM&R reserves the right to make modifications

	that may be necessary to meet the needs of the exhibit area. PRIM&R has the right to allocate and assign space among supporters and exhibitors and to relocate exhibits after initial assignment, if circumstances warrant, at its sole discretion. If there is a vendor who's booth you do not want to be adjacent, please communicate this to Alysa Perry, PRIM&R meeting planner (aperry@primr.org ; 617.303.1881), upon submitting this application. We will do our best to accommodate your preferences, but we cannot guarantee placement.
Badges & Staff Registration	Supporters and exhibitors must wear their conference badges for identification. Conference registrations will allow your representatives access to all events and programming at AER17, excluding the SBER or Pre-Conference Programs on November 5. Supporters and exhibitors may add pre-conferences, SBER Conference, and additional badges to their package at an additional price (see pricing on page 6). Registration instructions for your complimentary badges will be provided once registration for the event officially opens in June 2017.
PRIM&R's Principles and Expectations for Participation in Educational Programs and Conferences	<p>The objective of PRIM&R's conferences is to provide a safe and respectful environment for attendees to increase their knowledge and understanding of ethical and regulatory requirements, learn best practices, grapple with both late-breaking and longstanding challenges, and confer with peers and experts in the research ethics field in a constructive way.</p> <p>PRIM&R is committed to being an impartial convener within the research ethics field, which encompasses people with a range of differing opinions. PRIM&R values freedom of expression, constructive and respectful dialogue, and spirited discussion, as they are essential to finding common ground and advancing the goal of responsible, ethical conduct of research with animals and human subjects.</p> <p>To preserve the objectives and integrity of its conferences, PRIM&R will not tolerate the disruption of conference sessions that results in:</p> <ul style="list-style-type: none"> • The inability for the learning objectives of those programs and sessions to be met. • The inability for dialogue, discussion, debate, learning, and/or networking to take place • Harassment, badgering, or verbal threats. • The use or threat of physical force by any individual or group of individuals against another. • Destruction of property. <p>By supporting or exhibiting at a PRIM&R conference, you agree to refrain from conduct that is disruptive or destructive in the ways outlined above. In addition, all participants attending a conference are subject to the laws applicable in the state of the event. PRIM&R reserves the right to withdraw the name badge and, therefore, deny access to participants, supporters, or exhibitors who do not adhere to these principles and values. Individuals asked to leave the meeting will not receive a refund and will be prevented from registering for or exhibiting at future PRIM&R events.</p>
Affiliate Events Policy	PRIM&R welcomes organizations, institutions, companies, supporters/exhibitors, and other groups to gather and host affiliate events in conjunction with the AER Conference. All events related to AER17 are subject to the terms of our Affiliate Events Policy and must be submitted to PRIM&R via the Affiliate Events Application, even if they take place off-site. Additional information can be found on our website at www.primr.org/AER17/affiliatespace , which will be available on June 1.
Food & Beverage in Booths	Supporters and exhibitors are welcome to host catered events in their booth. Catered events may not take place during breaks, meals, or receptions that are being supported by other organizations. PRIM&R can provide a list of supported events upon request. Alcohol may be served during receptions only. Catering in the San Antonio Convention Center is provided exclusively by The RK Culinary Group. PRIM&R's meeting planner can put interested companies in touch with The RK Culinary Group upon request to help you make arrangements.
MATERIALS AND MARKETING	
Conference Guide Ads	<p>All ads must be submitted to PRIM&R by September 29, 2017, in order to be guaranteed inclusion in the conference guide. Please note PRIM&R will review all ads before they go to print, and reserves the right to not publish an ad as submitted (this includes ads that are part of Supporter packages, and ads bought by exhibitors and other organizations). See collateral procedures below.</p> <p>ALL ADS MUST INCLUDE THE FOLLOWING:</p> <ul style="list-style-type: none"> • Production contact name, number, and email address • Document size exactly matching printed size if output at 100% • Fonts used in EPS files must be converted to outlines

	<ul style="list-style-type: none"> For the best print resolution, all files must be saved as CMYK full color and at 300 dpi or higher at actual size <p>PREFERRED FILE FORMAT:</p> <ul style="list-style-type: none"> PDF file high resolution, press optimized Embed all fonts (including system fonts) when creating PDF files Ads may also be sent in the following formats: JPEG, TIFF, EPS, and PNG. For .png files, all fonts must be outlined
Conference Materials	Each representative will be given one copy of the conference guide, and will be emailed an access code for the conference handouts and proceedings.
Distribution of Promotional Materials	Distribution of flyers, brochures, and/or any marketing materials must be confined to your exhibit area. Advertising may not be displayed in convention center hallways or other common areas unless otherwise allowed as part of your supporter opportunity.
Attendee List	Supporters/Exhibitors will receive an electronic copy of the IACUC17 attendee list provided before (October 6) and after (November 15) the meeting. The list shall include the attendees' name, title, organization, and mailing address only. Please note this list will not include anyone who has opted out of being included in the attendee list during the registration process. As a policy, PRIM&R does not distribute email addresses. Instead, attendees of AER17 will receive a supporter/exhibitor highlight email before the meeting.
Marketing, Conference Guide Ads, and Collateral Procedures	<p>Supporters and exhibitors are prohibited from using PRIM&R's name or logo without receiving approval from PRIM&R first. The official title of the event is 2017 Advancing Ethical Research (AER) Conference, and must be spelled out at first mention. Afterwards, 2017 AER Conference or AER17 may be used. Collateral from supporters and exhibitors may not include mention of PRIM&R's agenda or programming, unless it is an officially supported opportunity included in this prospectus, such as a lunch or demo theater presentation.</p> <p>For those supporters and exhibitors wishing to do direct mail marketing to the list of attendees either before or after the meeting, PRIM&R must sign off on all marketing <i>before</i> it is sent. Please contact Meredith Elkins, director of Marketing and Communications (melkins@primr.org, 617.303.1867) with questions.</p>
OTHER TERMS	
Cancellation	If supporters and exhibitors notify PRIM&R of their intent to cancel the reserved exhibit space prior to September 29, 2017 , PRIM&R shall refund the fee, minus a \$300 processing fee. If PRIM&R receives notice between September 29, 2017 and October 6, 2017 , PRIM&R reserves the right to retain a \$600 processing fee. If PRIM&R receives notice after October 6, 2017 , PRIM&R reserve the right to retain the full price, not as a penalty, but as liquidated damages. PRIM&R reserves the right to resell the exhibit space if possible. Supporters and exhibitors must send cancellation notification in writing (email is acceptable) to Alysa Perry (aperry@primr.org or 617.303.1881).
Liability	<p>Supporters and exhibitors assume entire responsibility and hereby agree to protect, indemnify, defend, and save PRIM&R and the San Antonio Convention Center against all claims, losses, and damages to persons or property, and attorney's fees arising out of or caused by supporters and exhibitors installation, removal, maintenance, occupancy, or use of the exhibit space, excluding any such liability caused by the sole negligence of PRIM&R and the San Antonio Convention Center.</p> <p>In addition, supporters and exhibitors acknowledge that PRIM&R and the San Antonio Convention Center do not maintain insurance covering supporter's and exhibitor's property, and it is the sole responsibility of the exhibitor or supporter to obtain insurance, including, if desired, business interruption and property damage insurance covering losses by supporters and exhibitors. Responsibility for the security of a supporter's or exhibitor's area, product, and property rests solely with supporters and exhibitors.</p>
General Questions	For questions before, during, and after the conference, please contact Alysa Perry (aperry@primr.org or 617.303.1881).